

ORDER



Orders	Order / Rev:	69895
	Alt Order #:	9856121 /Brad
	Product Desc:	Smith for Senate
	Estimate:	
	Flight Dates:	11/03/12 - 11/06/12
	Original Date / Rev:	11/02/12 / 11/07/12
	Order Type:	GENERAL

WLYH CW15

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	SRCP Media
	Buying Contact:	
	Billing Contact:	
		201 North Union Street Suite 200 Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Smith/R/Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	22	\$2,790.00	\$2,371.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$2,790.00	\$2,371.50	0.00
Totals	22	\$2,790.00	\$2,371.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WLYH CW15	5%	\$2,790.00
Market	100%	\$55,800.00

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$53,010.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WLYH	11/03/12	11/05/12	Sa Prime Access RotatoCM Sa 7p-8p		7p-8p	-----S-	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
N 3	WLYH	11/03/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M-----	:30	2	\$275.00	P-2	0.00	NM	1	\$275.00
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>2</div> <div>WLYH</div> <div>11/03/12-11/05/12</div> <div>M-F 7-730p</div> <div>7p-730p</div> <div>M-----</div> <div>:30</div> <div>(\$275.00)</div> <div>0.00</div> <div>NM</div> </div> <div>See MG 4.3,4.4,4.5,4.6,4.7,4.8</div> <div>[Due to Political] Due to Political</div>															
N 4	WLYH	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	2	\$200.00	P-2	0.00	NM	7	\$675.00

Order / Rev: 69895
 Alt Order #: 9856121 /Brad
 Flight Dates: 11/03/12 - 11/06/12

Advertiser: Smith/R/Senate
 Product Desc: Smith for Senate
 Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WLYH	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	2	\$200.00	P-2	0.00	NM	7	\$675.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WLYH	11/03/12-11/05/12	M-F 730p-8p See MG 4.3,4.4,4.5,4.6,4.7,4.8 [Due to Political] Due to Political			730p-8p	M-----	:30		(\$200.00)		0.00	NM		
3	WLYH	11/06/12-11/06/12	M-F 12p-1p Ⓜ MG for 3.2,4.1 [MG within Flight]			12p-1p	-T-----	:30		\$80.00		0.00	NM		
4	WLYH	11/06/12-11/06/12	M-F 1p-2p Ⓜ MG for 3.2,4.1 [MG within Flight]			1p-2p	-T-----	:30		\$80.00		0.00	NM		
5	WLYH	11/06/12-11/06/12	M-F 2p-3p Ⓜ MG for 3.2,4.1 [MG within Flight]			2p-3p	-T-----	:30		\$80.00		0.00	NM		
6	WLYH	11/06/12-11/06/12	M-F 9a-10a Ⓜ MG for 3.2,4.1 [MG within Flight]			9a-10a	-T-----	:30		\$35.00		0.00	NM		
7	WLYH	11/06/12-11/06/12	M-F 4p-5p Ⓜ MG for 3.2,4.1 [MG within Flight]			4p-5p	-T-----	:30		\$100.00		0.00	NM		
8	WLYH	11/06/12-11/06/12	M-F 4p-5p Ⓜ MG for 3.2,4.1 [MG within Flight]			4p-5p	-T-----	:30		\$100.00		0.00	NM		
N 5	WLYH	11/03/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
N 6	WLYH	11/03/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
N 7	WLYH	11/03/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
N 8	WLYH	11/03/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
N 9	WLYH	11/03/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 10	WLYH	11/03/12	11/05/12	Su 1030p-11p Su 1030p-11p	CM	1030p-11p	-----S	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
N 11	WLYH	11/03/12	11/05/12	Sa 6p-7p Sa 6p-7p	CM	6p-7p	-----S-	:30	2	\$65.00	P-2	0.00	NM	2	\$130.00
N 12	WLYH	11/03/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M-----	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
													Totals	22	\$2,790.00